

The 2020 Census at a Glance



The U.S. Constitution requires that each decade we take a count—or a census—of America's population. The 2020 Census goal is to count everyone once, only once, and in the right place.

The census provides vital information for you and your community.

- It determines how many representatives each state gets in Congress.
- Communities rely on census statistics to plan for a variety of resident needs including new roads, schools, and emergency services.
- Businesses use census data to help provide more local jobs and places to shop.

Each year, the federal government distributes hundreds of billions of dollars to states and communities based on U.S. Census Bureau data.

In 2020, we will introduce new technology to make it easier than ever to respond to the census. For the first time, you will be able to respond online, by phone, or by mail. We will use data that the public has already provided to cut down on household visits. And, we are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.

The Census Bureau is the leading source of statistical information about the nation's people. We provide snapshots on population size and growth and detailed portraits of our changing communities.



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

Foundation of a Successful Census



Establish Where To Count

- Using aerial imagery and in-field work to identify new homes and buildings
- Partner with U.S. Postal Service
- Local governments input through the Boundary Annexation Survey and Local Update of Census Addresses
- Comprehensive review of all addresses



Motivate People To Respond

- Partner with community leaders and trusted voices
- Use tailored messages
- Encourage self-response



Count The Population

- Respond online, by phone, or by mail
- Visit households that do not respond
- Online forms in multiple languages
- Mailed Individual Census ID is not required for online response



Release Census Results

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to access data



August 2017

50 WAYS CENSUS DATA ARE USED

- Decision making at all levels of government.
- Drawing federal, state, and local legislative districts.
- Attracting new businesses to state and local areas.
- Distributing over \$675 billion annually in federal funds and even more in state funds.
- Forecasting future transportation needs for all segments of the population.
- Planning for hospitals, nursing homes, clinics, and the location of other health services.
- Forecasting future housing needs for all segments of the population.
- Directing funds for services for people in poverty.
- Designing public safety strategies.
- Development of rural areas.
- Analyzing local trends.
- Estimating the number of people displaced by natural disasters.
- Developing assistance programs for American Indians and Alaska Natives.
- Creating maps to speed emergency services to households in need of assistance.
- Delivering goods and services to local markets.
- Designing facilities for people with disabilities, the elderly, or children.
- Planning future government services.
- Planning investments and evaluating financial risk.
- Publishing economic and statistical reports about the United States and its people.
- Facilitating scientific research.
- Developing "intelligent" maps for government and business.
- Providing proof of age, relationship, or residence certificates provided by the Census Bureau.
- Distributing medical research.
- Reapportioning seats in the House of Representatives.
- Planning and researching for media as backup for news stories.
- Drawing school district boundaries.
- Planning budgets for government at all levels.
- Spotting trends in the economic well-being of the nation.
- Planning for public transportation services.
- Planning health and educational services for people with disabilities.
- Establishing fair market rents and enforcing fair lending practices.
- Directing services to children and adults with limited English-language proficiency.
- Planning urban land use.
- Planning outreach strategies.
- Understanding labor supply.
- Assessing the potential for spread of communicable diseases.
- Making business decisions.
- Understanding consumer needs.
- Planning for faith-based organizations.
- Locating factory sites and distribution centers.
- Distributing catalogs and developing direct mail pieces.
- Setting a standard for creating both public and private sector surveys.
- Evaluating programs in different geographic areas.
- Providing genealogical research.
- Planning for school projects.
- Developing adult education programs.
- Researching historical subject areas.
- Determining areas eligible for housing assistance and rehabilitation loans.

Census Bureau Data Dissemination

2017

The Data Dissemination Branch assists by providing access to censuses, surveys and estimates data.

Our goal is to make the Census Data available to all. We do this by offering the following:

- **Presentations** – Informative session demonstrating how to locate and use Census data. We are available to be the primary presenter or participate in a session at an existing conference.
- **Data Workshops** – Training in a hands-on computer lab setting or by virtual web at the comfort of your own computer. Workshops teach you how to access Census data, and use the various tools available.
- **Answers to specific data inquiries** – We provide the data you need and will show you how to obtain it by yourself.



Whether you are:

- A business owner that wants to increase YOUR market share
- A non-profit organization wanting to develop appropriate programs in YOUR community
- A local government planning for the future development of YOUR county, city or town
- A community leader needing to know the makeup of YOUR community
- A school official planning for the future of YOUR students

Our services are available at no cost, and our trainings are customized to fit your needs. If YOUR organization could benefit from our service, please contact us.

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The Census Bureau serves as the leading source of quality data about the nation's people and economy. We honor privacy, protect confidentiality, share our expertise globally, and conduct our work openly. We are guided on this mission by scientific objectivity, our strong and capable workforce, our devotion to research-based innovation, and our abiding commitment to our customers.



<http://www.census.gov/about/who.html>

What We Do:

Throughout the decade between decennial censuses, we are continually conducting surveys and releasing population estimates to produce a general view and comprehensive study of the country's social and economic conditions. A survey is a method of collecting and analyzing social, economic, and geographic data. It provides information about the conditions of the United States, and Puerto Rico at a number of geographic levels. The data from the survey are used by local and national government officials, businesses, community organizations, schools and planners to determine needs for programs and services.



Just Some of the Data Available:

- Community Profiles
- Population Characteristics
- Housing Quality / Costs
- Retail Sales
- Building Permits
- Consumer Expenditures
- Government Finance and Employment
- Export Statistics
- Employment Dynamics
- Business Research and Development
- Current Economic Indicators
- Yearly Population Estimates

AGENDA ITEM # III. (Continued)

2020 Census Key Dates

Community Involvement - Offices - Data Collection Operations

January 2018 through September 2019	Engage & Educate Local Leaders, Partners & Communities
April 2019 through January 2020	Promote Participation in the Census Locally
January 2019 & February 2019	Early Area Census Offices Open (these offices run the Address Canvass Operation)
June 2019 through August 2019	Area Census Offices Open (ACOs)
August 2019 through October 2019	Address Canvass Operation in Select areas (~30% of country, high growth & change areas and not part of hand delivery, see below)
March 2020 through June 2020	Call To Action for Residents to Respond (starting March 23)
February 2020 through June 2020	Group Quarters Operations (Count of Residents in Shelters, Dorms, Nursing Homes, Transitory Locations, Prisons, Military Bases, RV Parks, etc. Local governments & Census identify & plan these operations)
Mid-March 2020	Residents Invited to Respond
Individual Housing Units (HUs) Invited by either:	
<u>Mail</u> (to USPS Mailable Addresses)	or <u>Hand Delivery</u> (to Rural/PO Box, non-USPS HU delivery)
1. Letter Mailed	1. List Housing Units (operation is called Update Leave)
2. Reminder Postcard	2. Leave Questionnaire (Spanish in certain areas) & Letter w/other Response Options (Internet & phone)
3. Then Paper Questionnaire	
Options to Self-Respond (all residents will have these 3 options & decide what is best for them)	
Internet	Telephone Paper
March 23, 2020	Self-Response Begins & Continues through July 2020
APRIL 1, 2020	Census Day – Reference Date = where you live on April 1
Mid-April 2020	Early Non-Response Follow-up (primarily areas around Colleges/Universities where the population leaves before early May)
May 2020 through July 2020	Non Response Follow-up (NRFU) to HUs that do not self-respond (HUs can continue to self-respond during this time)
Late August 2020 through September 2020	Area Census Offices Close
August 2020 through December 2020	Quality Evaluation (re-contact of select HUs)
December 31, 2020	Deliver Counts to the President